

Message Text

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PAGE 01 BONN 06831 210856Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----211306Z 039871 /45

R 210817Z APR 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 7559
USMISSION USBERLIN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS BONN 06831

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - WISE OWL PUBLICATIONS, LOS
ANGELES, CA

REF: CD-144, 4/4/77

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE
ONLY THE FOLLOWING PROSPECT(S):

BUCHHANDLUNG FUER BERUF UND BILDUNG
MOMMSENSTRASSE 26
1000 BERLIN 12, GERMANY
CONTACT: FRAU KEHLER, MANAGER
PHONE: 030 - 324-48-17
COMMENT: COMPANY, MAJOR BERLIN DISTRIBUTOR OF
EDUCATIONAL BOOKS, WOULD WELCOME DIRECT CONTACTS WITH
US FIRM. GERMAN FIRM IS CONSIDERED RELIABLE COMPANY
WITH GOOD POTENTIAL FOR SUCCESSFULLY LAUNCHING NEW
LINE IN WEST BERLIN.

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MAX-HUEBER-VERLAG
KRAUS-STRASSE 30
8045 ISMANING BEI MUENCHEN
CONTACT: HERR GERNOT KEUCHEN
PHONE: 089-96231
COMMENT: HERR KEUCHEN COULD EXPRESS ONLY TENTATIVE
INTEREST IN THIS PROPOSAL AND REQUESTED THAT FIRST

OF ALL HE BE SUPPLIED WITH SAMPLES OF THE MATERIAL.
HE STATED THAT IN GERMANY SUCH MOTIVATIONAL LEARNING AIDS
IF USED AT ALL HAVE TO CORRESPOND EXACTLY WITH THE
TEACHING PROGRAMS (LEHRPROGRAMME) PUBLISHED BY THE
CULTURAL MINISTRIES OF THE VARIOUS LAENDER, AND THAT,
ASIDE FROM THIS, ENGLISH IS NOT TAUGHT AT GERMAN
PUBLIC SCHOOLS IN LOWER GRADES OR PUBLIC KINDERGARTENS.
THE ONLY INTERESTED PARTIES WOULD BE PRIVATE KINDER-
GARTENS OR PARENTS WHO WANT TO TEACH THEIR SMALL
CHILDREN ENGLISH AT HOME. MAX-HUEBER-VERLAG IS A
SO-CALLED PEDAGOGIC PUBLISHING HOUSE WITH GOOD
CONNECTIONS IN THE TRADE.

THE FOLLOWING COMMENTS WERE MADE BY OTHER FOREIGN
SERVICE POSTS IN GERMANY:

A. DUESSELDORF - POST BELIEVES SALES OPPORTUNITIES
FOR FIRM'S CARDS AND BOOKS NON-EXISTENT ON GERMAN
MARKET SINCE EDUCATIONAL AIDS APPARENTLY ONLY
AVAILABLE IN ENGLISH. US FIRM MIGHT CONSIDER AS
ALTERNATIVES A LICENSING ARRANGEMENT WITH A LARGE
GERMAN PUBLISHING HOUSE OR MAY WISH TO OFFER TEACHING
MATERIAL IN GERMAN.

B. FRANKFURT: POST HAS NOT BEEN ABLE TO IDENTIFY
ANY POTENTIALLY INTERESTED AGENT OR DISTRIBUTOR.
IT APPEARS THAT ENGLISH-LANGUAGE EDUCATIONAL
ACTIVITY CARDS AND BOOKS WOULD FIND ONLY A VERY
LIMITED MARKET IN GERMANY.
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C. STUTTGART: NONE OF THE LOCAL PUBLISHING HOUSES
OR ANY OF THE LOCAL DISTRIBUTORS ARE INTERESTED IN
THIS ADS, SINCE EVERYONE FEELS THERE IS TOO HEAVY
COMPETITION FROM SIMILAR GERMAN PUBLICATIONS. SINCE
THE US FIRM'S PUBLICATIONS ARE ONLY AVAILABLE IN
ENGLISH, IT IS EVEN MORE DIFFICULT TO FIND INTERESTED
GERMAN CONTACT.

APPROVING OFFICER: DENNIS H. OBERMAYER, COMMERCIAL
OFFICER.
STOESSEL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 21-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BONN06831
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770138-1046
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770435/aaaabdro.tel
Line Count: 109
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 1dfbb0a1-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2742217
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST - WISE OWL PUBLICATIONS, LOS ANGELES, CA
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/1dfbb0a1-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009